



# 60-Second Cold Call Script Framework

A concise, prospect-focused template designed to handle objections and secure next steps in under 60 seconds.

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## Why This Framework Works

### **Time-Efficient**

Respects the prospect's schedule whilst delivering maximum value in minimal time.

### **Objection-Ready**

Built-in responses to common pushback keep the conversation flowing naturally.

### **Results-Focused**

Centres on measurable benefits rather than product features.

# The Four-Part Framework

01

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## Concise Opening

State your name, company, and reason for calling without wasting time.

03

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## Objection Bridge

Pivot quickly when faced with common objections and secure commitment.

02

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## Personalised Value Statement

Link your solution to a specific challenge the prospect faces.

04

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## Call to Action

Request the next step based on the prospect's response.



# Part 1: Concise Opening

## Purpose

Clearly state your name, company, and reason for calling without wasting time.

"Hi [Prospect's Name], my name is [Your Name] from [Your Company]. I know I'm calling out of the blue, but I'm reaching out because..."

## Key Elements

- Your name
- Company name
- Acknowledge the unexpected call
- Bridge to value

# Part 2: Personalised Value Statement

- ❑ **Critical:** This must be tailored and relevant to the prospect's specific industry or challenge.

"...I work with companies like [Prospect's Company Type/Industry] that are struggling with [Specific Problem/Challenge]. We help them [Specific, Measurable Benefit] by [Briefly Mention Solution]."

## Identify the Problem

Reference a specific challenge their industry or company type faces.

## Quantify the Benefit

Use measurable outcomes (percentages, time saved, cost reduction).

## Hint at the Solution

Briefly mention how you deliver results without overwhelming detail.

# Part 3: Objection Bridge

## Common Objections

- "I'm busy"
- "I'm not interested"
- "Not expecting your call"
- "Send me information"

## Your Response

Acknowledge, request minimal time, offer value, and provide an easy exit.

"I completely understand you're busy/not expecting my call. Before I let you go, could I take just [15/20] more seconds to quickly share [Key Result/Insight]? If it sounds relevant, we can chat later; if not, I'll take you off my list."



# Part 4: Call to Action



## **Be Specific**

Request a defined time commitment (10-15 minutes).

## **Offer Options**

Suggest specific days or times to make scheduling easy.

## **Frame as Value**

Position the next step as worth their time, not a favour.

"Does that sound like something worth exploring in a quick [15-minute] call next week?"

# Example 1: SaaS Solution

Target: Head of IT at Large Healthcare Provider

## Opening

1

"Hello Chris, this is Emily from ComplianceTrack. I know I'm calling out of the blue, but I'm reaching out because..."

2

## Value Statement

"...I work with IT leaders in large healthcare systems like yours struggling with HIPAA and GDPR audits. We reduce manual compliance reporting time by up to 40% through real-time, automated monitoring."

3

## Objection Bridge

"I understand you're busy. Could I take 20 seconds to share how we benchmark against your current manual error rate? If relevant, we can chat later; if not, no problem."

4

## Call to Action

"Does a quick 10-minute demo on Wednesday afternoon sound worth your time?"

# Example 2: Financial Consulting

Target: CEO of Mid-Sized Manufacturing Company

## Opening

"Good morning, Maria. I'm David from Apex Consulting Group. I know this is unexpected, but I'm reaching out because..."

## Objection Bridge

"I know you're busy. Could I take 15 seconds to share one metric on inventory turnover we achieved for a non-competitor in your sector? If it's not a priority, I won't follow up."

## Value Statement

"...I work with CEOs of precision manufacturing firms facing excess inventory that ties up working capital. We unlock an average of 15% more operational cash flow by optimising supply chain buffers and demand forecasting."

## Call to Action

"Would you be open to a brief call next Thursday to review your current cash-to-cash cycle?"

# Effective Cold Call Openers

Here are various ways to start your cold call, adapt them to your style and prospect.

Reminder: always start with **"Hi (name), this is [Your Name] from [Company]."**

1

## Honest & Direct

"This is a sales call. Is now a bad time for a two-minute chat?"

2

## Direct & Qualifying

"Are you the right person to speak with about connecting with more ready-to-buy prospects?"

3

## Problem-Centric

"Other [Industry] companies struggle with [Specific Challenge]. Is that on your radar?"

4

## Value-Driven

"I realise I might have caught you in the middle of something, but the reason for calling is..."

5

## Referral-Based

"I got your number from (name) who said you might be interested in [Product/Service]."

6

## Competitive Edge

"We noticed (competitor) is (accomplishment), and we can help you do better."

7

## Benefit-Focused

"Do you have 30 seconds to hear how (product) can bring you [Benefit]?"

8

## Unabashedly Cold

"We've never spoken before, but I wanted to talk about [Product/Service]."

9

## Engagement-Based

"I saw your recent post about scaling your team on LinkedIn. Any learnings to share?"

10

## Mirroring Success

"We helped (company) improve (problem) to (result). Thought you might have the same challenge."

11

## Event-Specific

"Did you attend the [Event] on Saturday? I noticed you were there and wanted to reach out."

12

## Name Drop (Carefully)

"Speaking with other [industry] executives, your name came up. Have you heard of us?"

13

## Trigger Event

"I saw the [trigger event] at your company, congrats! How is that going for you so far?"

14

## Quick Problem/Solution

"We recently helped a company like yours with [specific problem], and I thought you'd be interested."

15

## Shared Interest

"I saw on LinkedIn we're both members of the [Industry Group] – following the discussion about [hot topic]?"



## Key Success Metrics

**60**

**Seconds**

Maximum call duration for  
initial contact

**15-20**

**Seconds**

Time requested after  
objection to share key insight

**40%**

**Efficiency Gain**

Average improvement cited  
in value statements

**10-15**

**Minutes**

Ideal length for follow-up call  
request



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